

## Message Text

UNCLASSIFIED

PAGE 01 THE HA 03105 071102Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----094180 080227Z /73

R 070855Z JUN 78  
FM AMEMBASSY THE HAGUE  
TO SECSTATE WASHDC 2759  
INFO USDOC WASHDC  
EC COLLECTIVE

UNCLAS THE HAGUE 3105

E.O. 11652: NA  
TAGS: BEXP NL  
SUBJECT: NETHERLANDS COUNTRY COMMERCIAL PROGRAM: SECOND  
QUARTER FY-78

REF: (A) STATE 129311, (B) THE HAGUE 1876, (C) STATE 048978

1. WE APPRECIATE POSITIVE EVALUATION OF OUR SECOND QUARTER  
FY'78 PROGRAM BY WCAG FOR THE BENELUX COUNTRIES, AS CONTAINED  
IN REF A. OUR RESPONSES TO QUESTIONS POSED IN REF A BY WCAG  
ARE AS FOLLOWS.

2. CONSUMER GOODS, CAMPGAIN ONE. LARGE NUMBER OF TO SUBMISSIONS  
IS CULMINATION OF HARD WORK AND DEVELOPMENT OF GOOD CONTACTS OVER  
THREE YEARS, COMBINED WITH PERIODIC CALLS AND MAILINGS.

3. FOREIGN BUYER PROGRAM: AS NOTED PARA 2, REF B,  
ACTIVITY NUMBER ONE, ENERGY SYSTEMS, THE FLIGHTS OF 250 DUTCH  
BUSINESSMEN TO THE HOUSTON OFFSHORE TECHNOLOGY CONFERENCE  
WERE NOT EMBASSY ORGANIZED. WE, HOWEVER, SPONSORED THE FLIGHTS  
AND GAVE CONSIDERABLE ASSISTANCE TO THE NETHERLANDS COUNCIL  
FOR TRADE PROMOTION AND A LOCAL TOUR OPERATOR WHO  
ORGANIZED THE GROUP FLIGHTS. THIS ASSISTANCE CONSISTED OF  
EXTENSIVE COVERAGE OF THE SHOW IN OUR COMMERCIAL NEWSLETTER  
AND PROVISION OF MAILING LISTS AND KEY PROSPECT LISTS. WE  
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ALOS DREW ON OUR OWN PERSONAL CONTACTS, PARTICULARLY WITH THE  
NETHERLANDS OFFSHORE ASSOCIATION, TO PROMOTE ATTENDANCE AT THE  
SHOW.

4. COMPUTERS AND RELATED EQUIPMENT. WCAG ASSUMPTION IS  
CORRECT. DUE TO GARBLE IN TRANSMISSION THE WORD QUOTE NOT  
UNQUOTE BECAME QUOTE NOW UNQUOTE. WE HAVE TAKEN NOTE THAT CMS

WAS PUBLISHED IN NOVEMBER '77 AND THAT USDOC HAS NO PLANS TO  
UPDATE AT THIS TIME, PARA 2C, REF C.  
BROWN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 07 jun 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Original Handling Restrictions:** n/a  
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**Reference:** 78 STATE 129311, 78 THE HAGUE 1876, 78 STATE 48978  
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**Review Event:**  
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**TAGS:** BEXP, NL  
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**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014